

1. (currently amended) A method for conducting a transaction in a business-to-business (B2B) exchange, comprising the steps of:

locating a first party and a second party wherein said first party comprises a plurality of business divisions;

establishing voice communication directly between the first party and the second party; establishing a web-based collaboration session between the first party and the second party through a mutual URL simultaneously with and while the voice communication is active; and upon request, providing current market information of a business deal to said first party and said second party; and

transacting said business deal between at least one of the plurality of business divisions of the first party and the second party through both the voice communication and the web-based collaboration session, wherein the steps of locating, establishing, and transacting are performed in an integrated software communication platform within the B2B exchange.

2. (original) The method of Claim 1 further comprising the step of automatically completing a machine-to-machine transaction once the first party and the second party criteria are met.

3. (original) The method of claim 1 further comprising the step of manually completing a transaction between the first party and the second party through the collaboration session.

4. (original) The method of Claim I further comprising the step of a call center agent facilitating a transaction between the first party and the second party upon request.

5. (original) The method of Claim 1 further comprising the step of providing video conferencing, web meeting, instant messaging, and internet collaboration integrated

within the software communication platform.

6. (original) The method of Claim 5, wherein the internet collaboration includes page sharing, follow-me, form share, text chat, application demonstrations, application sharing, whiteboarding, and seek-and-find features.

7. (original) The method of Claim 1 further comprising the step of utilizing a proactive call center agent to contact either the first party or the second party to complete a transaction when predetermined criteria for a prospective transaction is met.

8. (original) The method of Claim 1, wherein the locating step includes seek-and-find technology.

9. (original) The method of Claim 1, wherein the locating step includes instant messaging.

10. (original) The method of Claim 1 further comprising the step of integrating continuous call recording and transaction signature.

11. (currently Amended) An apparatus for conducting a transaction in a business-to-business (B2B) exchange, comprising:

means for locating a first party having a plurality of business divisions and a

second party;

means for establishing voice communication directly between the first party and the second party;

means for establishing a web-based collaboration session between the first party and the second party through a mutual URL simultaneously with and while the voice communication is active;

means for providing, upon request, current market information of a business deal to said first party and said second party; and

means for transacting said business deal between at least one of said plurality of business divisions of the first party and the second party through the voice communication and the web-based collaboration session, wherein the steps of locating, establishing, and transacting are performed in an integrated software communication platform within the B2B exchange.

12. (previously presented) The apparatus of Claim 11 further comprising means for automatically completing a machine-to-machine transaction once the first party and the second party criteria are met.

13. (previously presented) The apparatus of Claim 11 further comprising means for manually completing a transaction between the first party and the second party through [lie collaboration session.

14. (previously presented) The apparatus of Claim 11 further comprising means for a call center agent to facilitate a transaction between the first party and the second party upon

request.

15. (previously presented) The apparatus of Claim 11 further comprising means for providing video conferencing, web meeting, instant messaging, and internet collaboration integrated within the software communication platform.

16. (original) The apparatus of Claim 15, wherein the internet collaboration includes means for page sharing, follow-me, form share, text chat, application demonstrations, application sharing, whiteboarding, and seek-and-find.

17. (previously presented) The apparatus of Claim 11 further comprising means for utilizing a proactive call center agent to contact either the first party or the second party to complete a transaction when predetermined criteria for a prospective transaction is met.

18. (currently amended) A computer-readable medium having stored thereon instructions for conducting a transaction in a business-to-business (B2B) exchange in a method for conducting a transaction in a B2B exchange, comprising:

locating a first party having a plurality of business divisions and a second party; establishing voice communication directly between the first party and the second party; establishing a web-based collaboration session between the first party and the second party through a mutual URL simultaneously with and while the voice communication is active; and upon request, providing current market information of a business deal to said first party and said second party; and

transacting said business deal between at least one of the plurality of business divisions of the first party and the second party through the voice communication and the web-

based collaboration session, wherein the steps of locating, establishing, and transacting are performed in an integrated software communication platform within the B2B exchange.

19. (original) The computer-readable medium of Claim 18, wherein the instructions further comprise the step of automatically completing a machine-to machine transaction once the first party and the second party criteria are met.

20. (original) The computer-readable medium of Claim 18, wherein the instructions further comprise the step of manually completing a transaction between the first party and the second party through the collaboration session.

21. (original) The computer-readable medium of Claim 18, wherein the instructions further comprise the step of a call center agent facilitating a transaction between the first party and the second party upon request.

22. (previously presented) The computer-readable medium of Claim 18, wherein the instructions further comprise the step of providing video conferencing, web meeting, instant messaging, and internet collaboration integrated within the software communication platform.

23. (original) The computer-readable medium of Claim 22, wherein the internet collaboration includes page sharing, follow-me, form share, text chat, application demonstrations, application sharing, whiteboarding, and seek-and-find features.

24. (previously presented) The computer-readable medium of Claim 18, wherein the instructions further comprise the step of utilizing a proactive call center agent to contact either the first party or the second party to complete a transaction when predetermined criteria for a prospective transaction is met.

25. (previously presented) The method of Claim 1, wherein said establishing voice communication further comprises:

establishing video communication directly between the first party and the second party.

26. (previously presented) The apparatus of Claim 11, wherein said means for establishing' voice communication further comprises means for establishing video communication directly between the first party and the second party.

27. (previously presented) The computer readable medium of Claim 18, wherein said establishing voice communication in said method further comprises instructions performing:

establishing video communication directly between the first party and the second party.